



BESTOW UNIVERSITY

KNOWLEDGE IS
BEAUTIFUL

"For the first frustrating decade of my beauty therapy career I treated skin from the outside through topical skincare products only. Discovering the power of changing the skin at a cellular level through dermo-nutrition was a game-changer for both me and my clients. The Bestow Beauty range has allowed me to share my insights and support skin transformation in clinics all over New Zealand. I am delighted to now share this inspiring holistic approach with beauty therapists in Australia. Working from within is a rewarding way to work. Enjoy!"

Janine Tait, Bestow Beauty Founder

THE BESTOW STORY | key learning points

Bestow Beauty offers a beautiful range of organic super-foods to nourish skin from within.

What your clients put on their skin is only half of the story. Bestow Beauty's nourishing super-foods, delicious recipes and beautiful self-care rituals support skin on a cellular level and nurture a beautiful, healthy glow.



Supplying essential skin nutrients from within is what makes genuine skin transformation possible.

Bestow Beauty is:

- A natural range of organic skin super-food blends formulated by New Zealand's leading dermo-nutritionist, Janine Tait.
- A stunning collection of clean-eating cook books filled with delicious skin nourishing recipes.
- A collection of beautiful rituals that will inspire your clients to create life-enhancing, wellness habits.
- A philosophy of self-care, 'slow beauty' and re-discovering nature's gifts.
- A powerful, holistic resource to support anti-ageing and the treatment of skin disorders.
- At the forefront of a world-wide trend towards dermo-nutrition.

MEET JANINE TAIT | BESTOW BEAUTY FOUNDER

- Beauty therapist with over 30 years experience
- Holistic skin-health coach
- Qualified nutritionist who specialises in skin-nutrition
- Beauty therapist educator.

THE BESTOW STORY

- Janine becoming disillusioned with lack of results from only working topically with skin.
- She discovered that working from within is crucial for genuine skin transformation.
- Working holistically was a game-changer and transformed Janine into a confident beauty therapist who could get amazing results for her clients.
- Janine discovered there are specific nutrients the skin requires to function optimally and produce good quality collagen and elastin.
- Bestow Beauty super-food blends were created to provide practical, easy ways to help clients to get these skin-nutrients.
- She now educates therapists on how to work from within for skin health.



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TWO KEY SKIN CELLS

The Fibroblast Cell

- The fibroblast is an anti-ageing factory which produces collagen, elastin and GAG's.
- It needs a wide range of nutrients in order to produce these anti-ageing structures. Nutrients include: Cu, Ca, Mg, Mn, Zn, Fe, Vit A, C, K E
- B-complex, bioflavonoids and amino acids.
- Bestow Beauty Powder contains super-foods which are rich in the nutrients your fibroblast requires.

THE LAW OF THE LIMITING FACTOR

A shortage of key nutrients will impact how many anti-ageing structures a fibroblast can produce. For example, it doesn't matter if you have got stacks of copper and calcium, if you have only a little bit of magnesium that will limit how much collagen the fibroblast cell can produce.

STIMULATE TOPICALLY | NOURISH INTERNALLY

Topical treatments are designed to stimulate the fibroblast, but unless you are internally supplying the raw ingredients it needs to produce collagen, elastin and GAG's, this stimulation is futile. It's like the fibroblast cell is all dressed up with nowhere to go!

The Keratinocyte Cell

- Found in basal layer of the epidermis.
- Eventually the keratinocyte will progress through the epidermis.
- When the keratinocyte reaches the stratum granulosum it becomes a 'dead' corneocyte.
- Its oil and water are released into the spaces between the corneocytes in the stratum corneum, creating bi-layers.
- Research shows these bi-layers are vital for the protection of the skin.
- Bestow Beauty Oil is full of good fats which reinforce the bi-layers, creating plump, radiant skin.

THE IMPORTANCE OF THE STRATUM CORNEUM

- Research shows that the stratum corneum is vitally important.
- It protects the deep, vulnerable layers of the skin from environmental factors which cause inflammation and premature ageing.
- The stratum corneum becomes strong and resilient when we feed the keratinocyte the nutrients it needs to eventually form a healthy corneocyte.
- The keratinocyte is the only cell to have the chance to absorb nutrients from the papillary layer before progressing to the stratum corneum.
- Bestow Beauty Powder supplies the keratinocyte with key skin-specific nutrients.

THE PROBLEM WITH OUR MODERN DIET

Our modern diet doesn't supply all of these nutrients in sufficient amounts due to food storage, lack of compost fed soils and processed foods. We need to absorb them through super-foods and that is why the Bestow Beauty Range has been developed.

WHO IS IT FOR?

Everyone! Every single client will benefit from the Bestow Beauty Range. It will enhance and improve the results you can get from working topically.

TWIN SKIN ESSENTIALS

Together Bestow Beauty Oil and Bestow Beauty Powder are foundational for skin health. That's why we call them our 'Twin Skin Essentials'.

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